



Online Advertising

All ads should be emailed to Kally Zhao at kzhao@ispa.org.

For those advertising in November, ads should be emailed by Friday, October 22

For those advertising in December, ads should be emailed by Friday, November 19

In order to reduce ISPA's carbon footprint, we are moving all advertising to digital platforms. We hope you'll join us in promoting your organization/event in a more sustainable way.

Schedule Pages Online Ad Dimensions: 450 px width X 115 px height

All Online Ads:

- Optimized for web
 - 72dpi
 - RGB format
- Acceptable file format: JPG, PNG, EPS
- No animation allowed
- Please allow for up to three business days to process the order and upload the image

Available placements:

One ad each on the following pages:

- 1) Schedule pages (example from Virtual Edition: 2021 ISPA Congress):

https://www.ispa.org/page/congress_virtual21_sche

Online Congress Advertising Fees

Price per month. Ad space available November 1, 2021 through December 31, 2021.

Ad Location	Schedule Page - Monday	Schedule Page - Tuesday	Schedule Page - Wednesday	Schedule Page - Thursday	Schedule Page - On-Demand	Schedule Page - Online	Hotel Page	Other Events Page
Star Members (15% discount)	120 USD	240 USD	170 USD	170 USD	120 USD	120 USD	120 USD	120 USD
Members (10% discount)	135 USD	270 USD	180 USD	180 USD	135 USD	135 USD	135 USD	135 USD
Non-members	150 USD	300 USD	200 USD	200USD	150 USD	150 USD	150 USD	150 USD
Estimated impressions	3K+	10K+	5K+	5K+	TBD	TBD	1K	1K